62. A method of determining a movement characteristic of an object, the object having a movement path section that is substantially non-curvilinear, comprising the steps of:

a) aligning a plurality of electro-magnetic energy transmission paths to be non-parallel to the object's substantially non-curvilinear movement path section;

b) reflecting electro-magnetic energy from each of the plurality of transmission paths off the object for at least a portion of the substantially non-curvilinear movement path section;

c) receiving the electro-magnetic energy reflected off the object from each of the plurality of transmission paths; and

d) determining a movement characteristic of the object based on the reflected electro-magnetic energy received from each of the plurality of transmission paths and while the object was traveling in the at least a portion of the substantially non-curvilinear movement path section.

63. The method of determining a movement characteristic of an object of claim 62, wherein step d) includes determining one of the speed, direction, distance, and location of the object based on the reflected electro-magnetic energy.

64. The method of determining a movement characteristic of an object of claim 63, wherein step d) includes:

i) determining parameters of a model of the non-curvilinear movement section of the object based on the reflected electro-magnetic energy from the plurality of transmission paths; and

ii) determining a movement characteristic of the object based on the determined model parameters.

65. The method of determining a movement characteristic of an object of claim 62, wherein the movement characteristic to be determined is the object's spin rate, further comprising the step of applying an electro-magnetic contrasting mark to the object and step d) includes determining the object's spin rate based on the electro-magnetic energy received from the plurality of transmission paths while the object was traveling in the at least a portion of the substantially non-curvilinear movement path section.

66. The method of determining a movement characteristic of an object of claim 62, wherein the movement characteristic to be determined is the object's spin axis orientation, further comprising the step of applying an electro-magnetic contrasting mark to the object and step d) includes determining the object's spin axis orientation based on the electro-magnetic energy received from the plurality of transmission paths while the object was traveling in the at least a portion of the substantially non-curvilinear movement path section.

67. The method of determining a movement characteristic of an object of claim 62, wherein the object is a golf ball and the substantially non-curvilinear movement path section is located within several feet of the location of where the golf ball is struck.

68. The method of determining a movement characteristic of an object of claim 62, wherein the plurality of transmission paths includes at least three transmission paths.

69. The method of determining a movement characteristic of an object of claim 62, wherein the plurality of transmission paths consists of two transmission paths.

70. The method of determining a movement characteristic of an object of claim 62, wherein the plurality of transmission paths consists of three transmission paths.

71. A method of determining the spin rate of a moving object, comprising the steps of:

a) applying an electro-magnetic contrasting mark to the object;

b) reflecting electro-magnetic energy off the object from a plurality of transmission paths;

c) receiving the electro-magnetic energy reflected off the object from the plurality of transmission paths; and

d) determining the spin rate of the object based on the received electro-magnetic energy from the plurality of transmission paths.

72. The method of determining the spin rate of the object of claim 71, wherein step d) includes:

i) determining parameters of a model of the movement of the object based on the reflected electro-magnetic energy received from the plurality of transmission paths; and

ii) determining the spin rate of the object based on the determined model parameters.

73. The method of determining the spin rate of the object of claim 71, wherein the object is a golf ball.

74. The method of determining the spin rate of the object of claim 71, wherein the contrasting mark is not discernable at the visible light spectrum.

75. The method of determining the spin rate of the object of claim 71, wherein the contrasting mark is highly reflective of the electro-magnetic energy.

76. The method of determining the spin rate of the object of claim 71, wherein step a) includes applying a plurality of electro-magnetic contrasting marks to the object.

77. A method of determining the spin axis orientation of a moving object, comprising the steps of:

a) applying an electro-magnetic contrasting mark to the object;

b) reflecting electro-magnetic energy off the object from a plurality of transmission paths;

c) receiving the electro-magnetic energy reflected off the object from the plurality of transmission paths; and

d) determining the spin axis orientation of the object based on the received electro-magnetic energy from the plurality of transmission paths.

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78. The method of determining the spin axis orientation of the object of claim 77, wherein step d) includes:

i) determining parameters of a model of the movement of the object based on the reflected electro-magnetic energy from the plurality of transmission paths; and

ii) determining the spin axis orientation of the object based on the determined model parameters.

79. The method of determining the spin axis orientation of the object of claim 77, wherein the object is a golf ball.

80. The method of determining the spin axis orientation of the object of claim 79, wherein the contrasting mark is not discernable at the visible light spectrum.

81. The method of determining the spin axis orientation of the object of claim 79, wherein the contrasting mark is highly reflective of the electro-magnetic energy.

82. The method of determining the spin axis orientation of the object of claim 79, wherein step a) includes applying a plurality of electro-magnetic contrasting marks to the object.

83. The method of determining the spin axis orientation of the object of claim 79, further comprising the step of aligning the plurality of electro-magnetic energy transmission paths to be non-parallel to each of the other paths of the plurality of electro-magnetic energy transmission paths.

84. The method of determining a movement characteristic of an object of claim 83, wherein the plurality of transmission paths includes at least three transmission paths.

85. The method of determining a movement characteristic of an object of claim 83, wherein the plurality of transmission paths consists of two transmission paths.

86. The method of determining a movement characteristic of an object of claim 83, wherein the plurality of transmission paths consists of three transmission paths.

87. An apparatus for determining a movement characteristic, comprising:

a) a moving object, the object having a movement path section that is substantially non-curvilinear;

b) a plurality of sensors, each sensor having an electro-magnetic energy transmission path that is aligned to be non-parallel to the object's substantially non-curvilinear movement path section, each sensor reflecting electro-magnetic energy along its transmission path off the object for at least a portion of the substantially non-curvilinear movement path section, and each sensor receiving electro-magnetic energy reflected off the object; and

c) means for determining a movement characteristic of the object based on the electro-magnetic energy received at each of the plurality of sensors while the object was traveling in the at least a portion of the substantially non-curvilinear movement path section.

88. The apparatus for determining a movement characteristic of claim 87, wherein the movement characteristic is one of the speed, direction, distance, and location of the object based on the reflected electro-magnetic energy.

89. The apparatus for determining a movement characteristic of claim 88, wherein means for determining a movement characteristic includes:

i) means for determining parameters of a model of the non-curvilinear movement section of the object based on the electro-magnetic energy received from the plurality of sensors; and

ii) means for determining the movement characteristic of the object based on the determined model parameters.

90. The apparatus for determining a movement characteristic of claim 87, wherein the movement characteristic to be determined is the object's spin rate, the object includes an electro-magnetic contrasting mark and the means for determining the movement characteristic includes means for determining the object's spin rate based on the electro-magnetic energy received from the plurality of sensors while the object was traveling in the at least a portion of the substantially non-curvilinear movement path section.

91. The apparatus for determining a movement characteristic of claim 87, wherein the movement characteristic to be determined is the object's spin axis orientation, the object includes an electro-magnetic contrasting mark and the means for determining the movement characteristic includes determining the object's spin axis orientation based on the electro-magnetic energy received from the plurality of sensors while the object was traveling in the at least a portion of the substantially non-curvilinear movement path section.

92. The apparatus for determining a movement characteristic of claim 87, wherein the object is a golf ball and the substantially non-curvilinear movement path section is located within several feet of the location of where the golf ball is struck.

93. The apparatus for determining a movement characteristic of claim 87, wherein the plurality of sensor includes at least three sensors.

94. The apparatus for determining a movement characteristic of claim 87, wherein the plurality of sensors consists of two sensors.

95. The apparatus for determining a movement characteristic of claim 87, wherein the plurality of sensors consists of three sensors.

96. An apparatus for determining a spin rate, comprising:

a) a moving object having an electro-magnetic contrasting mark;

b) a plurality of sensors each that reflects electro-magnetic energy off the object and receives electro-magnetic energy reflected off the object; and

c) means for determining the spin rate of the object based on the electro-magnetic energy received by the plurality of sensors.

97. The apparatus for determining a spin rate of claim 96, wherein the means for determining the spin rate includes:

i) means for determining parameters of a model of the movement of the object based on the electro-magnetic energy received by the plurality of sensors; and

ii) means for determining the spin rate of the object based on the determined model parameters.

98. The apparatus for determining a spin rate of claim 96, wherein the object is a golf ball.

99. The apparatus for determining a spin rate of claim 98, wherein the contrasting mark is not discernable at the visible light spectrum.

100. The apparatus for determining a spin rate of claim 98, wherein the contrasting mark is highly reflective of the electro-magnetic energy.

101. The apparatus for determining a spin rate of claim 98, wherein the object includes a plurality of electro-magnetic contrasting marks.

102. An apparatus for determining a spin axis orientation, comprising:

a) a moving object having an electro-magnetic contrasting mark;

b) a plurality of sensors, each sensor reflecting electro-magnetic energy off the object and receiving electro-magnetic energy reflected off the object; and

c) means for determining the spin axis orientation of the object based on the electro-magnetic energy received at each of the plurality of sensors.

103. The apparatus for determining the spin axis orientation of claim 102, wherein means for determining the sprin axis orientation includes:

i) means for determining parameters of a model of the movement of the object based on the electro-magnetic energy received at the plurality of sensors; and

ii) means for determining the spin axis orientation of the object based on the determined model parameters.

104. The apparatus for determining the spin axis orientation of claim 102, wherein the object is a golf ball.

105. The apparatus for determining the spin axis orientation of claim 104, wherein the contrasting mark is not discernable at the visible light spectrum.

106. The apparatus for determining a spin axis orientation of claim 104, wherein the contrasting mark is highly reflective of the electro-magnetic energy.

107. The apparatus for determining a spin axis orientation of claim 104, wherein the object has a plurality of electro-magnetic contrasting marks.

108. The apparatus for determining the spin axis orientation of claim 104, wherein each sensor of the plurality of sensors has an electro-magnetic energy transmission path that is aligned to be non-parallel to each of the other plurality of sensors' electro-magnetic energy transmission path.

109. The apparatus for determining the spin axis orientation of claim 108, wherein the plurality of sensors includes at least three sensors.

110. The apparatus for determining the spin axis orientation of claim 108, wherein the plurality of sensors consists of two sensors.

111. The apparatus for determining the spin axis orientation of claim 108, wherein the plurality of sensors consists of three sensors.

112. A ball adapted for determination a movement characteristic, comprising:

an area having an electro-magnetic contrast different from the ball remainder, the area configured to enable the determination of the ball's movement characteristic based on electro-magnetic energy reflected off the area from a plurality of transmission paths.

113. The ball adapted for determination a movement characteristic of claim 112, wherein the movement characteristic is one of the speed, direction, distance, and location of the object based on the reflected electro-magnetic energy.

114. The ball adapted for determination a movement characteristic of claim 112, wherein the area is symmetrical.

115. The ball adapted for determination a movement characteristic of claim 112, the ball including a plurality of areas where the areas are non-overlapping.

116. The ball adapted for determination a movement characteristic of claim 115, wherein the plurality of areas are symmetrical.

117. The ball adapted for determination a movement characteristic of claim 115, wherein the plurality of areas are circular.

118. The ball adapted for determination a movement characteristic of claim 112, wherein the movement characteristic to be determined is the ball's spin rate.

119. The ball adapted for determination a movement characteristic of claim 112, wherein the movement characteristic to be determined is the ball's spin axis orientation.

120. The ball adapted for determination a movement characteristic of claim 119, wherein the ball is a golf ball.

121. The ball adapted for determination a movement characteristic of claim 119, wherein the plurality of sensor includes at least three sensors.

122. The ball adapted for determination a movement characteristic of claim 112, wherein the area is configured to enable the determination of the ball's movement characteristic based on electro-magnetic energy reflected off the area from at least two transmission paths.

123. The ball adapted for determination a movement characteristic of claim 112, wherein the area is configured to enable the determination of the ball's movement characteristic based on electro-magnetic energy reflected off the area from at least two transmission paths.